



RADIO TIME SALES

Radio and TV Station Representatives

22 EAST 42nd STREET
NEW YORK, N. Y. 10017
PHONE (212) 682 - 4500

Atlanta
Chicago
Dallas
Los Angeles
Memphis
New York
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Seattle
Tulsa

January 31, 1972

Mr. S. L. Maier
The Ivy Network
242 A Yale Station
New Haven, Conn. 06520

Dear Mr. Maier:

I have not had the opportunity to thank you for the 14 Sales brochures, which we have been using during our visits to the agencies.

I realize the problem that confronted you with the previous Rep. and your desire to retain in the East until such time as you can clear up payments due you.

Nevertheless, we do have an inquiry, not on the complete Network, but on the following four stations:

Brown - WBRU	Cornell - WVBR
Yale - WYBC	Princeton - WPRB

Although the brochure does give a general picture, the client wants as much specific info on each, such as their respective schedule, any survey statistics, etc.

We believe the material we sent on WDCR, prior to receiving your brochures, may have been so interesting to the client, that he will consider others, even against the professional independents.

We note that the Jan. 27th Change-Bulletin of SRDS shows RTS as Rep., however will each station advise SRDS of change, or will you?

Trust our affiliation will be long and fruitful, we remain,

Cordially yours,

RADIO TIME SALES

H. (Hank) Franklin

yrg
cc: Sam Posner

